

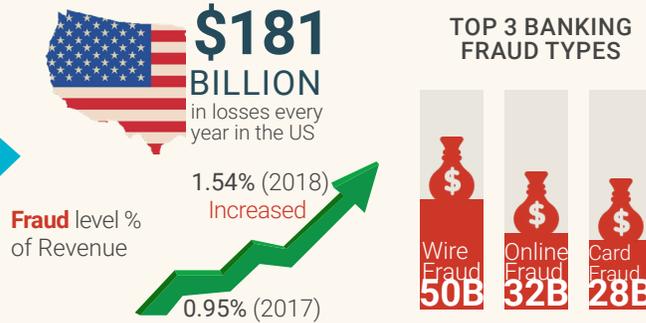
# How the banking industry can benefit from predictive analytics

Helping the banking industry go beyond the basic reporting and descriptive analytics to adopting advanced predictive and prescriptive analytics.

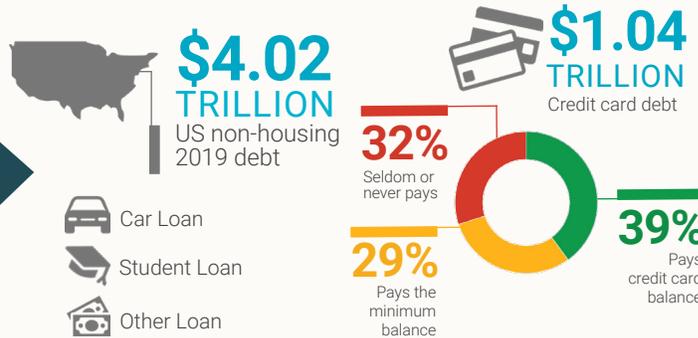
PROJECT

PROBLEM

ANALANCE SOLUTION



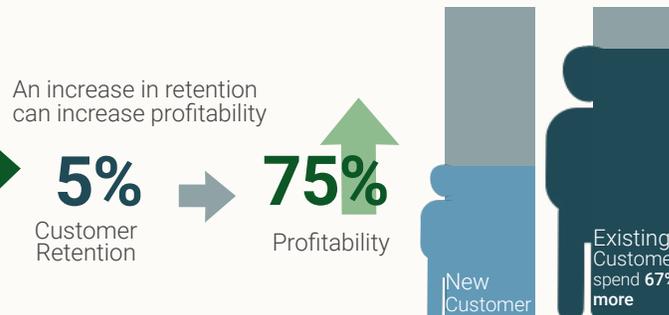
Proactively act on suspicious patterns spotted in transactions to reduce or prevent fraud. Comb through historical data, both structured and unstructured, from multiple sources and integrate into a model to identify these hidden patterns.



Predict the default behavior of customers based on the credit card or loan owner's characteristics and payment history. Apply various methods to predict the risk of credit card and loan default during the pre-approval process itself, to enable automation.



Leverage customer service data for insights and make data-informed decisions about resource allocation and elimination of inefficiencies. With chatbot integration, automate customer service and further delight your customers.

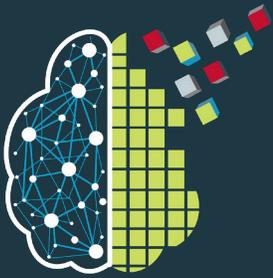


Increase customer retention by personalizing the customer experience. With a 360° view of the customer, provide the next-best action or product offering. Increase the acquisition rate by recommending targeted campaigns through customer segmentation and cluster analysis.

# A DATA SCIENCE PLATFORM

THAT COMBINES ADVANCED ANALYTICS AND BUSINESS INTELLIGENCE INTO A SINGLE PLATFORM

- ✓ An end-to-end enterprise analytics platform
- ✓ Code free and code friendly capabilities
- ✓ Built for all types of users
- ✓ Out of the box ML algorithms
- ✓ Advanced visualization library for dashboarding and reporting
- ✓ Enterprise-ready performance that supports scalability – ML-driven analytics
- ✓ Lower TCO by reducing duplicate investments and labor overhead costs
- ✓ Strong data governance supporting strict compliance



## **ANALANCE ADVANCED ANALYTICS**

Predict business outcomes with machine learning algorithms.



## **ANALANCE BUSINESS INTELLIGENCE**

Analyze and visualize raw historical data to descriptive analytics.

### **More Solutions**

<https://analance.ducenit.com/solutions>

### **Proof of Concept**

<https://analance.ducenit.com/proof-of-concept>

### **Demo**

<https://analance.ducenit.com/get-a-demo>

### **Try Analance for free**

<https://analance.ducenit.com/free-cloud-trial>

## **ABOUT DUCEN**

Ducen is a trusted technology solutions provider that aims to empower Fortune 1000 companies through quality solutions and services. Headquartered in Boca Raton, Florida, we help organizations simplify data management, secure business processes, and deliver insights – all in an effort to drive business outcomes and enhance the customer experience. Through our enterprise analytics platform, we build and manage data-driven digital platforms including business intelligence and advanced analytics solutions. We also offer a comprehensive services portfolio covering data management, cybersecurity, and applications development services to help clients stay ahead of the technology curve.

For more information please visit [www.analance.com](http://www.analance.com)